# INFORMATION LETTER

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## Intention To Negotiate Trade Agreement with Japan

Announcement was made November 13 that the United States intends to conduct tariff negotiations with Japan and other countries leading to possible reductions in U. S. tariff rates.

Among the products on which the United States contemplates trade agreement negotiations are:

Hams, canned; birds (except chickens), canned; berries (except blueberries), canned; cider; Mandarin oranges; plums, prunes, and prunelles, green, ripe, or in brine; mushrooms, dried; soybeans, canned; pastes, balls, puddings, and hash (except corned beef hash), composed of vegetables; and miscellaneous canned vegetables, including bamboo shoots, bean sprouts, and water chestnuts; and

Tuna, canned; crab meat, canned, fresh or frozen; clams, canned; oysters and oyster juice, canned; and a number of other fishery products.

Under the Trade Agreements Act of 1934, as amended, the rate of duty on any article may be lowered (or raised) by one-half of the rate in effect January 1, 1945. Within that limit, the United States will be able to modify U. S. tariff rates on the products listed for negotiation.

Tariff reductions could have far-reaching effects because, under the United States' most-favored-nation tariff structure, the rate of duty on each product is applied uniformly to all imports of that product, regardless of the country of origin.

It is expected that the United States may obtain lower tariff rates abroad for American products.

The government has invited views of industry on all phases of the negotiations, including views for or against concessions which the United States might seek or offer on particular products.

Formal notice of the forthcoming negotiations was issued by the Interdepartmental Committee on Trade

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## 1954 Pack of Sweet Corn

The 1954 pack of canned sweet corn totaled 36,761,013 actual cases, 1.4 percent above the 1953 pack and about 6 percent below the record pack of 1952, according to a report by the N.C.A. Division of Statistics.

However, the physical volume of the 1954 pack was about 1 percent less than the 1953 pack—30.6 million cases of equivalent 24/2s compared with 31.0 million cases in 1953.

### Pack by Regions

The 1954 canned corn season showed gains and losses in various states. All states in the East showed substantial declines from the 1953 production except Pennsylvania, which reported a 36 percent increase. The New Eng-

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## Import of Canning Industry Cited by Willkie at Indiana

The importance of the canning industry as a marketing outlet for farmers' crops was stressed by N.C.A. President E. E. Willkie this week in a principal address before the fall meeting of the Indiana Canners Association.

He pointed out that almost all—96 to 97 percent—of the 300,000 tons of tomatoes produced in Indiana each year are canned. Across the country, Mr. Willkie asserted, the volume of canned vegetables amounts to 40 percent of all vegetable production.

Nelson H. Budd, Director of the Information Division, also represented N.C.A. on the Indiana program. He presented a set of color slides that describe in detail the progress of the current Consumer and Trade Relations program.

In his address Mr. Willkie cited official government figures showing that about four-fifths of all tomatoes are canned; two-thirds of the sweet corn and peas; three-fourths of the beets; and about one-half of the asparagus.

He pointed out that in 1953 the canning industry bought and packed 6,545,000 tons of the 11 vegetables on which the U. S. Department of Agriculture keeps acreage and production records, whereas only 3,412,000 tons of these crops were harvested for fresh market. Many important items, such as lettuce, watermelons, and cantaloupes are never processed; otherwise the percentage canned would have been even larger, he said.

Mr. Willkie pointed out that most of the vegetable crops are grown under contract between canner and farmer. In contracting to buy these products at a fixed price months ahead of harvest, he said, the canner takes over to a considerable extent the price risks of the farmer by guaranteeing the price of the farmer's product even in advance of its being grown.

"In this way," he stated, "the canning industry provides a much more stable farm price for large amounts of vegetables than farmers obtain elsewhere, and also provides a guarantee of cash income which helps

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## The Farmer's Share of the Consumer's Food Dollar

The U. S. Department of Agriculture has issued a revised summary (Leaflet No. 123) analyzing "The Farmer's Share of the Consumer's Food Dollar."

The report points out the trend toward more commercial preparation of food and suggests that the trend is likely to continue, "particularly when consumers have a high level of income."

Portions of the report are quoted:

"As incomes increase, consumers are willing to pay for services that maintain quality and increase the convenience and attractiveness of food products, that save time, and that provide a greater variety of foods.

"Consumers in 1953 spent a larger proportion of their income for food than they did before World War II, even though incomes had risen more than food prices. They spent a larger proportion partly because they bought more processed and ready-to-serve foods.

### Marketing Margin

"The difference between the retail cost and the farm value of the market basket is the total marketing margin. It represents all charges made by marketing agencies from the sale of crops,

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## 1954 Pack of Sweet Corn

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land pack of golden sweet corn in 1954 was less than one-third of the 1953 pack. In the Midwest, declines in Indiana and Wisconsin were more than offset by increases in Illinois, Minnesota, and Iowa. The pack of golden corn in Minnesota was 28 percent above 1953. The Illinois pack showed an increase of more than 13 percent and the pack in Iowa was up almost 9 percent. The biggest percentage decline occurred in Indiana, down almost 16 percent. The 1954 pack in the Western states (all golden) was down about 6 percent.

This year the Midwest packed 76.2 percent of the total U. S. sweet corn canned, the East 12.3 percent, and the West 11.5 percent. Last year the Eastern pack represented about 14.5 percent of the national total and the West 12.5 percent. For the second time in the last five years the proportion of the total U. S. sweet corn canned in Midwest states exceeded three-fourths of the total pack. The regional pack in 1953 and 1954 is shown in the following table:

**Regional Pack of Canned Corn, 1953 and 1954**

| Region | 1953 | | 1954 | |
|---|---|---|---|---|
| | (thousand cases) | (percent of U. S. total) | (thousand cases) | (percent of U. S. total) |
| East | 5,259 | 14.5 | 4,535 | 12.3 |
| Midwest | 26,495 | 73.1 | 28,010 | 76.2 |
| West | 4,491 | 12.4 | 4,216 | 11.5 |
| U. S. Total | 36,245 | 100.0 | 36,761 | 100.0 |

### Golden and White Pack

In the 1954 pack, a slightly smaller percentage of the total is white corn, 11.6 percent compared with 13.1 percent a year ago. The only recent year in which golden accounted for a larger proportion of the total was in 1952 when almost 90 percent of the pack was golden. The percentage of the total pack represented by golden during each of the past five years is as follows:

| | |
|---|---|
| 1950 | 85.8 percent |
| 1951 | 87.7 percent |
| 1952 | 89.7 percent |
| 1953 | 86.9 percent |
| 1954 | 88.4 percent |

In 1954 there were marked regional changes in the proportion of golden and white packed. In the East the proportion of white jumped about 50 percent this year over the 1953 pack. In 1954 18.5 percent of the Eastern corn pack was white compared with 11.7 percent in 1953. In the Midwest the proportion of white declined from 15.6 percent in 1953 to about 12 percent. The comparison of the percentage of the total corn pack in golden and white varieties during the past two pack years is shown in the following table:

**Proportion of 1954 Corn Pack in Golden and White Varieties**

| Grade | Golden 1953 | Golden 1954 | White 1953 | White 1954 |
|---|---|---|---|---|
| | (percent of pack) | | | |
| East | 88.3 | 81.5 | 11.7 | 18.5 |
| Midwest | 84.4 | 87.8 | 15.6 | 12.2 |
| West | 100.0 | 100.0 | 0.0 | 0.0 |
| U. S. Total | 86.9 | 88.4 | 13.1 | 11.6 |

### Whole Kernel and Cream Style Pack

The relative importance of the cream style pack decreased again this year, for the fourth consecutive year, to 46 percent of the total pack. Four years ago (1950-51 pack) cream style corn represented 56 percent of the total corn pack. During each of the past three years the proportion of cream style has dropped exactly 3 percent below the previous year.

The relative importance of whole kernel showed a marked increase this year; 54 percent of the 1954 pack of golden varieties was whole kernel compared with 45 percent in 1953 and 49 percent of the golden pack in 1952. About 41 percent of the white varieties were whole kernel pack.

In the 1954 pack, cream style corn dropped considerably in importance in both the Eastern and Midwestern areas. The biggest shift this year occurred in the East, where, for the first time in a number of years, less than one-half of the pack (46 percent) was in cream style corn. Last year the East packed 56 percent in cream style and 54 percent in 1952. In the Midwest, with 44 percent of the pack in cream style corn, the decline in importance of cream style in this area continued for the fourth consecutive year. A contrary trend was shown in the West with 59 percent of the Western pack in cream style this year compared with 53 percent a year ago.

The number of actual cases packed in whole kernel and cream style in each of the areas in the U. S. is shown in the following table:

**1954 Corn Pack by Region, Color, and Style**

| Color and Style | East | Midwest | West | Total |
|---|---|---|---|---|
| | (thousands of actual cases) | | | |
| Golden, total | 3,695 | 24,586 | 4,216 | 32,497 |
| Whole kernel | 1,647 | 14,689 | 1,736 | 18,072 |
| Cream style | 2,048 | 9,897 | 2,480 | 14,425 |
| Country Gentleman | | | | |
| Whole kernel | 536 | 864 | ..... | 1,400 |
| Cream style | 27 | 2,276 | ..... | 2,303 |
| Other white varieties | | | | |
| Whole kernel | 253 | 36 | ..... | 289 |
| Cream style | 24 | 248 | ..... | 272 |
| All varieties, U. S. total | 4,535 | 28,010 | 4,216 | 36,761 |
| Whole kernel | 2,436 | 15,589 | 1,736 | 19,761 |
| Cream style | 2,099 | 12,421 | 2,480 | 17,000 |

### Quality

The same proportion of the 1954 pack was in the Fancy grade as in each of the two preceding years—81 percent. There was only a 1 percent shift in the proportion of Extra Standard and Standard grades. The biggest change in grade distribution in the 1954 pack occurred in the white varieties. This year 90 percent of the white varieties were Fancy grade compared with 84 percent last year. The percentage of the white varieties in Standard grade was exactly the same as a year ago. The grade distribution of the 1953 and 1954 corn pack by golden and white varieties is shown in the following table:

**Proportion of Corn Pack in Each Grade**

| Grade | Golden 1953 | Golden 1954 | White 1953 | White 1954 | Total 1953 | Total 1954 |
|---|---|---|---|---|---|---|
| | (percent) | | (percent) | | (percent) | |
| Fancy | 80 | 80 | 84 | 90 | 81 | 81 |
| Ex.-Std. | 16 | 15 | 13 | 7 | 15 | 14 |
| Std. | 4 | 5 | 3 | 3 | 4 | 5 |

By regions, the major change in quality occurred in the East, where 72 percent of the 1954 pack was Fancy quality compared with 78 percent in each of the two preceding years. In the Midwest and the West there was only a 1 percent difference in the proportion of Fancy compared with the 1953 pack. The proportion of the pack grading Fancy in each of the past four years is shown in the following table:

**Proportion of Corn Pack in Fancy Grade**

| Region | 1951 | 1952 | 1953 | 1954 |
|---|---|---|---|---|
| | (percent of pack) | | | |
| East | 75 | 68 | 68 | 72 |
| Midwest | 87 | 84 | 83 | 82 |
| West | 86 | 79 | 79 | 80 |

### Distribution of Can Size

The major changes in can size distribution of the corn pack this year occurred in the 12-ounce vacuum and the No. 10 can. This year, for the first time, more than one-fifth of canned sweet corn was packed in the 12-ounce vacuum can. The proportion of the total pack in No. 10s dropped to 6 percent of the total compared with 9 percent in 1953. The 8-ounce gained over last year, showing 10 percent of the total pack in 1954, while the No. 303 declined to 62 percent of this year's pack compared with 64 percent in 1953. For the first time, no corn was reported packed in No. 2 cans.

The decline in the No. 10 pack was common to all regions, but the biggest shift occurred in the West. This year

the Western pack of No. 10s amounted to only 6.3 percent of the Western pack compared with 11.6 percent a year ago. On the other hand, the relative importance of No. 303s gained in the West while declining substantially in the Midwest and showing no change in the East. The 8-ounce gain occurred both in the Midwest and the West. The 12-ounce vacuum can gained substantially in the East and Midwest, but lost some ground in the West. The proportion of the 1953 and 1954 corn packs in each can size by region is shown in the following table:

**Proportion of 1954 Corn Pack in Each Can Size, by Region**

| | East | | Midwest | | West | |
|---|---|---|---|---|---|---|
| | 1953 | 1954 | 1953 | 1954 | 1953 | 1954 |
| | (*percent of pack*) | | | | | |
| 24/2 | 0.3 | .... | 0.2 | .... | 0.3 | .... |
| 48/8Z | 7.4 | 7.4 | 9.5 | 10.7 | 5.5 | 8.6 |
| 48/1 Pic | 1.5 | 1.6 | 0.4 | 0.5 | 1.3 | 0.7 |
| 24/12Z Vac | 4.8 | 6.7 | 19.4 | 24.8 | 15.7 | 14.8 |
| 24/303 | 73.3 | 73.3 | 62.2 | 58.8 | 63.8 | 68.3 |
| 6/10 | 12.7 | 11.0 | 8.2 | 5.1 | 11.6 | 6.3 |
| Misc | .... | .... | 0.1 | 0.1 | 1.8 | 1.3 |

**Per Capita Consumption**

Per capita consumption of canned sweet corn in 1953 was 5.1 pounds (net weight) compared with 4.8 pounds per capita in 1952. Preliminary indications for 1954 indicate that the per capita consumption will be about the same as for 1953 or perhaps slightly higher. The 1953 per capita consumption of canned corn exceeded the per capita consumption of canned peas for the first time in 21 years. Peas had declined from 5.1 pounds per capita in 1952 to 4.9 pounds in 1953. In 1953 the per capita consumption of frozen corn was estimated by the U. S. Department of Agriculture at 0.51 pounds, up from 0.42 pounds in 1952. The per capita consumption of canned and frozen corn in pounds net weight is shown in the following table:

**Per Capita Consumption of Canned and Frozen Sweet Corn**

| Year | Canned Corn | Frozen Corn | Total Canned and Frozen |
|---|---|---|---|
| | (*pounds net weight*) | | |
| 1937 | 3.8 | .04 | 3.84 |
| 1938 | 4.0 | .03 | 4.03 |
| 1939 | 4.2 | .05 | 4.25 |
| 1940 | 4.4 | .06 | 4.46 |
| 1941 | 4.7 | .05 | 4.75 |
| 1942 | 5.5 | .07 | 5.57 |
| 1943 | 5.3 | .03 | 5.33 |
| 1944 | 5.0 | .12 | 5.12 |
| 1945 | 5.5 | .12 | 5.62 |
| 1946 | 6.2 | .15 | 6.35 |
| 1947 | 5.8 | .27 | 6.07 |
| 1948 | 4.9 | .27 | 5.17 |
| 1949 | 4.8 | .27 | 5.07 |
| 1950 | 5.1 | .25 | 5.35 |
| 1951 | 4.8 | .34 | 5.14 |
| 1952 | 4.8 | .42 | 5.22 |
| 1953 | 5.1 | .51 | 5.61 |

## Consumer's Food Dollar

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livestock, or livestock products by the farmer up to the purchase of food products at retail by the consumer. . . .

"The marketing margin contains payments for many different marketing services such as local assembly, storage, freezing and refrigeration, transportation, processing, wholesaling, and retailing. . . .

"Payments for many different cost items are contained in the marketing margin. These cost items include wages, transportation charges, rents, state and local property taxes, fees and licenses, electricity and other utilities, costs of containers and supplies, allowances for depreciation and obsolescence, and other costs incurred by marketing firms. The difference between the marketing margin and these costs represents the profits or losses of the marketing firms.

**Labor in Marketing Farm Foods**

"Wages and salaries are the largest single item in the total expenses of most food marketing firms. In the years immediately preceding 1954, the cost of labor amounted to about 50 percent of the total marketing margin.

"The increasing importance of marketing services in relation to farm production is illustrated by shifts in the number of workers in agriculture and in marketing. During the 20 years ended in 1953, the number of workers in agriculture decreased by about 30 percent while the number engaged in food marketing increased by more than 50 percent.

**Profits a Small Proportion of Total Margin**

"When the spread between farm and retail prices is widening, farmers and consumers are interested in the size of the middleman's profits. An estimate of total profits as a proportion of the total marketing margin is not available for recent years. In 1939 profits amounted to 8 percent of the total food marketing bill and about 5 percent of the consumer's food dollar. Earnings statements of the large food processing companies and retail food chains indicate that for several years before 1954 their profits (before deducting income taxes) per dollar of sales were about the same as, or less than, in 1939. When the higher income tax rates of those years are considered, net returns per dollar of sales were substantially lower than in prewar years.

"A typical supermarket has a profit of about 2 cents per dollar of sales. After deductions for income taxes, this is equal to about 1 cent. Profits per dollar of sales of food manufacturers average somewhat higher although they vary considerably by type of product.

"Profits per dollar of sales do not in themselves indicate whether profits of middlemen are too high or too low. In making such a judgment, we must consider rates of return on invested capital in marketing firms in relation to returns on invested capital in other comparable industries. A food marketing firm with a low profit per dollar of sales could be receiving a high rate of profit in relation to its total investment. But it is clear that profits are not a major proportion of the total marketing margin.

**Trends in the Marketing Margin and the Farmer's Share**

"During the 1930s the farmer's share of the consumer's food dollar was as low as 32 cents, and in 1940, at the beginning of World War II, averaged only 40 cents. During the war period, however, this share increased rapidly to a record high on an annual basis of 53 cents in 1945. Farmers received an increasing share because the rise in the marketing margin from 1940 to 1945 was relatively moderate in comparison with the large increases in farm prices of food products."

## Pack of Canned Meat

The quantity of meat canned and meat products processed under federal inspection during the month of October has been reported by the Agricultural Marketing Service, USDA, at 153,308 thousand pounds, including quantities for defense.

**Canned Meat and Meat Products Processed under Federal Inspection October, 1954**

| | 3 Lbs. & over | Under 3 Lbs. | Total |
|---|---|---|---|
| | (*in thousands of pounds*) | | |
| Luncheon meat | 13,133 | 9,880 | 23,013 |
| Canned hams | 20,601 | 751 | 21,352 |
| Corned beef hash | 512 | 4,910 | 5,422 |
| Chili con carne | 901 | 11,338 | 12,240 |
| Vienna sausage | 199 | 4,614 | 4,813 |
| Frankfurters and wieners in brine | 11 | 402 | 413 |
| Deviled ham | ..... | 481 | 481 |
| Other potted and deviled meat products | ..... | 3,682 | 3,682 |
| Tamales | 144 | 3,062 | 3,206 |
| Sliced, dried beef | 21 | 364 | 385 |
| Liver products | ..... | 168 | 168 |
| Meat stew | 57 | 4,359 | 4,416 |
| Spaghetti meat products | 165 | 4,568 | 4,733 |
| Tongue (not pickled) | 24 | 132 | 156 |
| Vinegar pickled products | 1,018 | 1,441 | 2,459 |
| Bulk sausage | ..... | 359 | 359 |
| Hamburger | 104 | 2,884 | 2,988 |
| Soups | 2,703 | 38,249 | 40,953 |
| Sausage in oil | 370 | 389 | 759 |
| Tripe | ..... | 492 | 492 |
| Brains | ..... | 285 | 285 |
| Bacon | 173 | 20 | 193 |
| All other products 20% or more meat | 401 | 7,969 | 8,370 |
| All other products less than 20% meat (except soup) | 254 | 9,746 | 10,000 |
| Total all products | 40,792 | 110,547 | 151,339 |

Columns do not add to totals shown in all cases since rounded figures are used. Amounts packed for defense are not included in these items. Total production, including quantities for defense agencies, was 153,308 thousand pounds.

## Trade Agreement with Japan

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Agreements, the Committee for Reciprocity Information, and the U. S. Tariff Commission. Their notices were published in the *Federal Register* of November 16.

The negotiations will be conducted next February in Geneva under the sponsorship of the General Agreement on Tariffs and Trade. Purpose of the conference will be tariff negotiations looking to Japan's full accession to the General Agreement. The United States will negotiate tariffs directly with Japan and also with third countries. The majority of the commodities on which the United States proposes to negotiate tariffs are included for the purpose of giving consideration to concessions to Japan. There are, however, many articles which are of primary interest to other countries.

The Trade Agreements Act of 1934, as amended, requires the executive branch of the government, prior to the start of tariff negotiations, to receive the views of domestic producers, importers, and other interested parties with respect to the proposed negotiations; and to make certain findings with respect to the lowest limit to which the tariff on any commodity may be set without injuring or threatening injury to the domestic industry.

Public hearings essential to both procedures will be held beginning December 13. The Committee for Reciprocity Information will receive the views of industry concerning the anticipated effect of possible tariff concessions by the United States. The Tariff Commission will hold hearings to obtain facts necessary in its determination of "peril points."

The official announcement states that "Persons whose interests relate only to import products in the list published today, and who have appeared before the Tariff Commission need not—but may if they wish—appear also before the Committee for Reciprocity Information."

The final date for filing requests to testify at the Tariff Commission hearings is December 3. The deadline for filing written statements with the Commission is December 27.

The closing date for application to be heard by the CRI is December 3. The deadline for submission of briefs is December 6.

## Short Crops Abroad Expected To Help U. S. Citrus Exports

A short Mediterranean citrus crop is expected to give United States orange, lemon and tangerine exporters the best overseas market opportunity in recent years, according to a marketing study by U. S. Department of Agriculture representatives in the Mediterranean area.

There also is possibility of expansion of United States exports of concentrated orange juice and single-strength citrus juices as a result of short fruit supplies in Spain, Italy and Israel, according to the study.

The USDA study was conducted by J. Henry Burke, citrus marketing specialist of the Foreign Agricultural Service, assisted by Burl Stugard, U. S. agricultural attaché at Madrid, and Earl Fox, U. S. assistant agricultural attaché at Rome.

USDA representatives have reported that the 1954-55 Mediterranean orange, lemon and tangerine crops will be the smallest in the last five years, with light crops in Italy, Spain and Israel being only partly offset by record North African production.

Total orange and tangerine production this season in the major European supplying areas (Spain, Italy, Israel and North Africa) is estimated at 70 million boxes compared with 88 million boxes from this area after the Spanish freeze last February. The current crop is about 18 million boxes smaller than last season's post-freeze estimated production and 13 million boxes less than the initial 1952-53 crop forecast.

Total citrus exports from Spain, including sweet and bitter oranges, tangerines and lemons in the 1954-55 season, are not expected to exceed 17 million boxes and may be as low as 15.5 million boxes. This will be 16 to 18 million boxes less than in 1953-54 and 13 to 15 million boxes less than total exports in the 1952-53 season. Observed infestations of the Mediterranean fruit fly and poor quality fruit indicate the lesser export estimate may be more correct.

Lemon production in Spain and Italy combined is estimated at 9 million boxes for 1954-55. This is 1.7 million boxes less than last year's crop after the Spanish freeze. The Italian winter lemon crop is about 20 percent smaller than last year, but the summer lemon crop is larger. The small Italian winter lemon crop will limit the production of lemon juice and essential oil. Prices of citrus products in Italy will be higher than last season.

## Domestic Sugar Quota

The U. S. Department of Agriculture on November 15 announced an increase in 1954 sugar quotas and two days later announced that the increase will not be made effective.

USDA announced on November 17 that "action to increase sugar requirements for 1954 from 8,200,000 to 8,250,000 short tons, raw value, appeared at the time of the November 15 announcement to be needed to maintain a desirable level of inventories.

"Although there has been no change in prospective sugar needs," USDA continued, "the reaction of the raw sugar market in the two days since the announcement indicates that availability of any additional quantity at this time would not be in keeping with the objectives of the Sugar Act."

In the earlier announcement USDA said that distribution of sugar by primary distributors during January-October of this year was only 190,000 tons less than that during the same period of last year, when distribution for the full year amounted to 8,485,000 tons.

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## Grapefruit Sections for USDA

The U. S. Department of Agriculture on November 12 announced that it contemplates purchasing canned grapefruit sections of the 1954-55 season pack for distribution in the National School Lunch Program.

Offers may be submitted for the sale of canned grapefruit packed in No. 2 or No. 303 cans. Delivery is required during the period December 20 through February 12, 1955.

Offers should be sent to the Fruit and Vegetable Division, Agricultural Marketing Service, USDA, Washington 25, D. C., by November 19 for acceptance by November 23.

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## Canned Beef for Export

The U. S. Department of Agriculture on November 15 announced purchase of 1,512,000 pounds of canned beef for export by the Foreign Operations Administration, at f.o.b. prices ranging from 34.58 to 35.39 cents per pound.

The canned beef and gravy will be packed in approximately 1-pound cans, 48 to the case. The product will be made from steer, heifer, and cow carcasses grading U. S. Utility, U. S. Cutter, or U. S. Canner.

## News, Radio, and TV Releases

Numerous advantages of canned foods to the consumer were recently pointed up in the following series of news feature, radio and TV releases as part of the continuing Consumer and Trade Relations program:

To General Features Syndicate (36 papers, circulation 2,224,372) a photo and football feature stressing use of several canned foods in casserole dishes and dessert, and a Thanksgiving dinner story emphasizing the desirability of using several different canned foods.

To 220 telecasters in 133 cities, listening audience 16,500,000, holiday dinner suggestions involving three different canned foods with the following closing message: "Make use of canned foods on Christmas, on Sundays and every day. Your meals will taste as good as ever and you will discover how much extra time you can spend having fun."

To 179 broadcasters, listening audience 11,000,000, "Timely Talks" emphasizing the time-saving factors of canned foods.

To 178 broadcasters, listening audience 12,000,000, "Kitchen-Air" stressing the cleanliness and sanitation of the canned food package.

To 67 broadcasters, estimated listening audience 4,000,000, two "Scriptense" releases featuring canned foods flavor.

## Dr. Coover Wins Award

Dr. Lillian Storms Coover, for 15 years home economist and nutrition director of Gerber Products Co., is recipient of the Marjorie Hulsizer Copher Award for 1954. This award, the highest honor in dietetics, was presented October 29 at the 37th annual meeting of the American Dietetic Association in Philadelphia. Dr. Coover was president of the association in 1951-52. Since her retirement from Gerber's she has continued to do consultant work for the firm and is a member of the Gerber Research Committee.

## Grocery Manufacturers

The Grocery Manufacturers of America, Inc., elected the following officers recently at the association's annual meeting:

President—Paul S. Willis, New York (reelected); first vice president—Paul S. Gerot, Pillsbury Mills, Inc., Minneapolis; second vice president—W. H. Vanderploeg, Kellogg Company, Battle Creek, Mich.; third vice president—Walter S. Shafer, Armour & Company, Chicago.

## American Weekly Magazine

Many canned foods were featured in the November 14 food article in the popular Sunday newspaper supplement, *The American Weekly*.

In her article entitled "Turkey with Trimmings," Amy Alden, food editor, gave "Five menus—complete with recipes—designed to make this year's Thanksgiving dinner the best." The canned foods used in the various menus and recipes were ripe olives, onions, cranberry sauce, pineapple, consomme, sweet potatoes, pimientos, green beans, mushrooms, mincemeat, pears, tomato juice, white potatoes, peaches, cranberry juice, apricots, chicken broth, and pumpkin.

Many of the attractively served foods were shown in a two-page color photograph.

## Dehydrated Mashed Potatoes

The pilot-plant development of a new kind of dehydrated mashed potatoes with unusual properties has been reported by a team of U. S. Department of Agriculture research scientists.

Called "potato flakes" by the researchers, the new product can be rapidly converted to mashed potatoes by addition of either hot water or milk. An important advantage of potato flakes is that the temperature of the water or milk can vary over a wide range. After whipping, the product has the texture and color of good freshly mashed potatoes. The flavor is delicious and somewhat that of baked potato according to USDA.

The potato flakes are made by drying cooked mashed potatoes on the rolls of a steam-heated double drum drier. Commercial development must await completion of storage tests and cost estimates, the scientists reported. They added that the process should be economical because the drying equipment is widely available, little labor is required, and steam is used efficiently.

The process and product are described in detail in the USDA's Agricultural Research Service Circular ARS-73-2, "Potato Flakes. A New Form of Dehydrated Mashed Potatoes. I. Pilot-Plant Process Using Double Drum Drier," by James Cording, Jr., Miles J. Willard, Jr., Roderick K. Eskew and Paul W. Edwards. A free copy may be obtained from the Eastern Utilization Research Branch, Agricultural Research Service, USDA, Philadelphia 18, Pa., or from Agricultural Research Service, USDA, Washington 25, D. C.

## USDA Moves to Help Survey Citrus-Nematode Damage

An investigation of means needed to halt attacks by nematodes that are threatening Florida citrus groves is being undertaken by the U. S. Department of Agriculture in cooperation with the State of Florida.

Dr. Roy C. Richmond of the USDA's Agricultural Research Service is now in Florida to study nematode damage and to consult with state officials and growers.

Symptoms of the nematode damage are known as "spreading decline" of citrus. This malady has blighted thousands of orange and grapefruit trees in Florida's central "ridge" district. The damage has been rapidly increasing in recent years and is causing great concern to the state's citrus industry. The pest responsible for "spreading decline" is a tiny, wormlike organism, the burrowing nematode, which bores into and feeds on tree roots. It causes trees, over a gradually expanding area from the center of infestation, to slowly wither and die out.

A survey made by the state last spring showed that this nematode had affected 492 different groves, covering 3,500 acres. It attacks avocados as well as citrus.

Symptoms of "spreading decline" have been recognized in Florida for the past 25 years. Since 1947, damage to the groves has been growing rapidly. It was not until 1953 that the burrowing nematode was identified as the cause. It appears to be most destructive among trees planted in light, sandy soil.

## Indiana Canners Meeting

*(Concluded from page 339)*

farmers absorb risks involved in the sale of other crops on the fresh market."

The Information Division issued press and radio releases on highlights of Mr. Willkie's address to 140 Indiana newspapers, 63 trade papers, 68 Indiana radio and TV stations, and to the national wire services.

The Division also arranged a television interview for Mr. Willkie on WFBM-TV, Indianapolis, at noon Friday, November 19. Mr. Willkie appeared on the "Farm News and Market Reports" program, and was interviewed by Harry Martin, farm editor, answering questions pointing up the canning industry's importance to farmers and growers and its public service values to consumers.

## Forthcoming Meetings

November 22-23—Pennsylvania Canners Association, 40th Annual Convention, Penn Harris Hotel, Harrisburg

December 2-3—Michigan Canners and Freezers Association, Fall Meeting, Pantlind Hotel, Grand Rapids

December 2-3—Tri-State Packers Association, Annual Convention, Lord Baltimore Hotel, Baltimore, Md.

December 2-3—Georgia Canners Association, Annual Meeting, DeSoto Hotel, Savannah

December 3—Maine Sardine Packers Association, Fall Meeting, Penobscot Exchange Hotel, Bangor

December 7—Minnesota Canners Association, 48th Annual Convention, Hotel Radisson, Minneapolis

December 7—Maine Canners Association, Annual Meeting, Falmouth Hotel, Portland

December 9-10—New York State Canners and Freezers Association, 69th Annual Convention, Hotel Statler, Buffalo

December 16-17—Ohio Canners Association, 47th Annual Convention, Neil House, Columbus

January 9-13—Super Market Institute, Midyear Meeting, Boca Raton Club, Boca Raton, Fla.

January 12-13—Iowa-Nebraska Canners Association, Annual Canners Conference, Ames, Iowa

January 12-13—Northwest Canners Association, Annual Convention, Olympic Hotel, Seattle

January 18-20—Tri-State Packers Association, Sixth Annual Management Workshop, College Park, Md.

January 27-28—Canners League of California, Annual Fruit and Vegetable Sample Cutting, Fairmont Hotel, San Francisco

January 31-February 1—Tri-State Packers Association, Fieldmen's School, College Park, Md.

January 31-February 1—Ohio Canners Association, Annual Canners and Fieldmen's School, Columbus

February 1-2—Minnesota Canners and Freezers Association, Eighth Annual Canners and Fieldmen's Short Course, Leamington Hotel, Minneapolis

February 1-3—Pennsylvania Canners Association, 10th Annual Fieldmen's Conference, State College

February 2-3—Ohio Canners Association, Canners Short Course, Columbus

February 14-16—Canadian Food Processors Association, Annual Convention, Seigniory Club, Montebello, P. Q.

February 15-18—National-American Wholesale Grocers Association, 49th Annual Convention, Hotel Morrison, Chicago

February 18—National Pickle Packers Association, Winter Meeting, Drake Hotel, Chicago

February 19-23—National Canners Association, 48th Annual Convention, together with National Food Brokers Association and Canning Machinery and Supplies Association, Chicago

March 10-11—Tri-State Packers Association, Spring Meeting, Haddon Hall, Atlantic City, N. J.

March 10-11—Ozark Canners Association, Annual Meeting, Colonial Hotel, Springfield, Mo.

March 15-17—National Association of Frozen Food Packers, Annual Convention, Conrad Hilton Hotel, Chicago

March 25-26—Utah Canners Association, 43rd Annual Convention, Hotel Utah, Salt Lake City

March 28-29—Canners League of California, 51st Annual Meeting, Santa Barbara Biltmore, Santa Barbara

May 15-18—U. S. Wholesale Grocers Association, Annual Convention and Exposition, Miami Beach, Fla.

June 23-24—California Olive Association, Technical Conference, Brockway, Lake Tahoe

## Research Group Urges Survey on Food Losses and Waste

A survey of food losses and waste at all stages of food distribution and utilization was urged by the Food and Nutrition Research Advisory Committee at its meeting in Washington November 8-10.

The committee noted that national per capita "retail level" procurement of food generally is supposed to be at some 3,200 calories daily, but that the amount actually eaten may be only 2,400 or 2,500 calories.

Where the 700 to 800 missing calories go between the supplying establishment and the consumer—in spoilage, loss in preparation and cooking, and left on plates—is what the committee believes needs determining, particularly in household, institution, and restaurant kitchens.

Established under authority of the Research and Marketing Act of 1946, this committee meets annually. After reviewing the entire nutrition program of the U. S. Department of Agriculture, the committee urged that increased financial support be given human nutrition research, because of its importance for the well-being of people.

Among other high priority specific recommendations following the waste survey were:

(1) Expansion of research to determine the availability of important food nutrients, such as vitamin A and the amino acids, from various food sources as prepared for human consumption.

(2) Initiation of research on the role of fat in human nutrition; determination of the relationship of the amount and kinds of fat to metabolism of other nutrients.

(3) Initiation of study of diet and aging in vigorous healthy adults. The committee noted that the increasing number of older age men and women in the population makes necessary a better understanding of nutrition and the aging process. Close cooperation with medical groups was recommended.

(4) Initiation of a coordinated study of food supplies and their consumption in one community to provide data on home food consumption, including menus, from a representative sample of families; quantitative records of food consumed by individual family members, at home and away from home; information on how food is used in the home, together with records of food waste. The committee recommended obtaining of similar records from selected institutions and restaurants.

(5) Expansion of consumer education to help keep the consumer, especially in low-income groups, nutritionally well informed.

(6) Expansion of studies on insecticide, fungicide, and herbicide residues, because of their direct bearing on human health as well as on food production.

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